

# Brightlights

Connecting technology companies with great people



## A Monthly Newsletter With Leadership, Recruitment and Sales Tips for Small and Mid-Sized Technology Firms - November '08

In this month's newsletter

### Quote of the Month

#### Quote of the Month

#### Networking as a Way of Life

*"Failure is simply the opportunity to begin again, this time more intelligently."*

Earl Nightingale

#### Doodle Your Way to Clarity

### Networking as a Way of Life

#### DVD of the Month

#### Article - The Importance of Failure

I was at a conference last year in Las Vegas. Over the course of three days I sat in on a number of the sessions and walked the trade show floor, but by the end I had met only two people of interest. Having spent more than \$3,000 on this trip, I realized that something was fundamentally wrong in how I had approached the event. So I went back and re-read "Never Eat Alone" by Michael Ferrazzi which is one of the best networking books around.

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From his standpoint the most successful networking action is the fundamental process of paying it forward. If you're perceived as a giver - by your peers, your community, your family, your industry etc. people will naturally want to repay your generosity. Think of it this way - in networking there is nothing more helpful than a referral and there is nothing more satisfying than helping someone succeed. Give and you shall receive.

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On a more practical note, here are some additional ideas that you might find useful in your networking efforts.

**Do Your Homework**

Learn as much as you can about the individual's field, their industry, their personal accomplishments, etc. This shows that you've done your homework and may become the foundation on which you build your meeting. You can find information on sites such as Google, LinkedIn, ZoomInfo etc.

**Get to the point quickly**

Reiterate succinctly why you wanted to get together. Keep small talk to a minimum unless the other person wants to engage in it. Summarize all the key information and make sure you edit it.

**Make a Connection**

Smile and show your personality. Tell an interesting story. If you're meeting in the other person's office or environment, comment on something you've noticed, such as their artwork.

**Give and Take**

It's a two way street so expect the person you've met to walk away rewarded as well. Pass on interesting industry trends and gossip and engage with story-telling. Pick up interesting tidbits such as a trend, gossip or insight.

**Err on the Side of Formality**

Don't be overly familiar or make assumptions about shared values. Initially address your contact as Ms., Mr. or Dr.

**Make Sure It's the Right Time and Place**

Only a bore would accost someone at a party with a long marketing spiel. Introduce yourself and see if you might follow up at a more opportune time.

**Be a Connector**

Be the one who can build bridges between people and their ideas. Pick up useful nuggets of knowledge, create an ever-widening circle and share it all freely. Think of Bill Clinton if you'd like to emulate a consummate connector.

**Network Broadly**

Being a good connector means cultivating relationships from a wide range of disciplines. This helps you connect disparate types of information in new and creative ways in your work. It involves stepping out of your comfortable circle of friends and co-workers to experience new people and ideas.

**Make it Easy to Connect**

Most people have a knee-jerk belief that a face-to-face meeting is the most effective way to connect. More introverted people usually prefer not to meet this way. Instead of requesting a one-on-one get together, ask for 15 minutes of someone's time and let them decide how: in person, by phone, or by email. If you are engaging, the encounter will last longer and the person will show a willingness to reconnect.

**Think of it as an exchange of knowledge**

This isn't about immediate concrete payoffs. You may walk out with a job or a client lead. Or you might walk out with a smile from a really interesting conversation, a new understanding about an industry or a tip or contact that you can pass on to someone else.

**Spark your connections:**

Contacts are made more easily through personal introductions but if you have nobody in common you can initiate them yourself. Charm and personality go a long way.

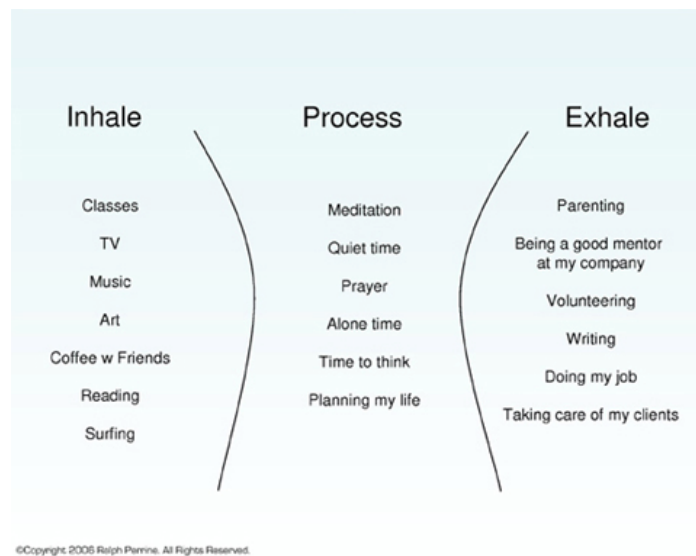
**Follow-up**

Always send a thank you note that includes a few sentences about why you found the encounter helpful. Send flowers or wine to those who were particularly generous with their time and help. Continue to stay in touch with appropriate contact. If someone puts you on to somebody let them know you've made contact.

**Pay it forward**

The best way to thank people who have been helpful to you is to keep it going. Generously share your time, wisdom and contacts with others.

Be involved and engaged in the world around you and give back. Rewards and fulfillment will be a natural consequence in your life.



## Drawings that will change your life.

Drawing out your ideas helps you think and get clarity. The above diagram is excerpted from [12 Drawings That Will Change Your Life](#), a 12 month calendar for 2007 by Ralph Perrine. Perrine shares 12 drawings he has used in business and technology, as well as in his own personal contemplation and planning of his life. They are designed to be quickly drawn by hand - by anyone, even if you can't draw a straight line. Think of it as doodling your way to enlightenment!

## DVD of the Month

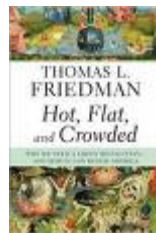


### *"Before Sunrise"*

First of all, I want to admit that I'm a bit of a romantic at heart. In this wonderfully scripted and acted film two twentysomethings, Jesse (Ethan Hawke), an American slacker, and Celine (Julie Delpy), a French student, begin to fall in love on a train to Vienna. Since Jesse's plane leaves for the United States the next day, he asks (practically begs) Celine to spend the next twenty-four hours with him -- and she consents. The two expand their minds and hearts in numerous cafes until the sun rises, when their love must end as Jesse's bus departs for the airport.

This is a beautiful reflection on the purity of love, the certainty of youth and the concept that when the stars align there is one true soul mate meant just for you.

## Book of the Month



### *"Hot, Flat and Crowded"* by Thomas Friedman

Thomas L. Friedman's phenomenal number-one bestseller "The World Is Flat" has helped millions of readers to see the world in a new way. In his follow-up new book, Friedman takes a fresh and provocative look at two of the biggest challenges we face today: America's surprising loss of focus and national purpose since 9/11; and the global environmental crisis, which is affecting everything from food to fuel to forests.

He shows us how the solutions to these two big problems are linked--how we can restore the world and revive America at the same time. Friedman explains how global warming, rapidly growing populations, and the astonishing expansion of the world's middle class through globalization have produced a planet that is "hot, flat, and crowded." Already the earth is being affected in ways that threaten to make it dangerously unstable. In just a few years, it will be too late to fix things--unless the United States steps up now and takes the lead in a worldwide effort to replace our wasteful, inefficient energy practices with a strategy for clean energy, energy efficiency, and conservation that Friedman calls Code Green.

This is a great challenge, Friedman explains, but also a great opportunity, and one that America cannot afford to miss. Not only is American leadership the key to the healing of the earth; it is also our best strategy for the renewal of America. In vivid, entertaining chapters, Friedman makes it clear that the green revolution we need is like no revolution the world has seen. It will be the biggest innovation project in American history; it will be hard, not easy; and it will change everything from what you put into your car to what you see on your electric bill. But the payoff for America will be more than just cleaner air. It will inspire Americans to something we haven't seen in a long time--nation-building in America--by summoning the intelligence, creativity, boldness, and concern for the common good that are our nation's greatest natural resources.

## **The Importance of Failure**

I'm a huge believer in failure. If I find someone from the tech sector who does not admit to some failure, I wonder what's wrong. It's the ability to pick yourself up, dust yourself off, and learn from your mistakes that defines the great from the average candidate for me.

This article (click on the title), from Roy Macgregor of the Globe and Mail, talks poignantly about the mistakes our society makes in not having our kids own up to their failures. It applies to us, as adults, as well. Failure needs to be embraced!

# Brightlights

**Brightlights recruits executives for small and mid-sized technology firms and helps these companies make the best of their people. If you have any questions around industry best practices within the technology sector, or particular challenges concerning your organization's people issues, please feel free to contact me.**

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